ABSTRACT

A system and method of creating interactive visual content in which base visual content, a selection of a trigger event associated with the base visual content, and intermediate visual content are received as an input. Viewing visual content derived from the base visual content is automatically generated. The viewing visual content can be displayed by a viewing application executing on a computer. A set of regions of the interactive visual content in which swap visual content is to be displayed by the viewing application when the trigger event occurs is automatically generated. For example, regions of the viewing visual content that are to be replace by the swap visual content when the trigger event occurs can be identified. Also, the swap visual content is automatically generated from the intermediate visual content. In addition, instructions operable to cause the computer executing the viewing application to display the swap visual content in the identified regions when the trigger event occurs is automatically generated. Moreover, the intermediate visual content can be received by providing a user interface enabling a designer to edit the intermediate visual content as an integral unit.